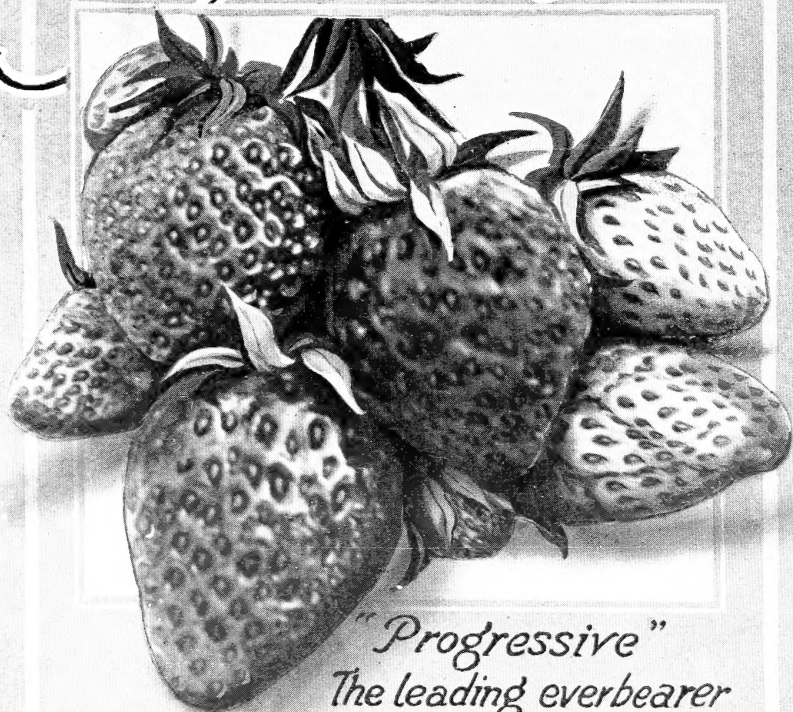


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Do not assume content reflects current scientific knowledge, policies, or practices.

Allen's Book of Berries

THE W.F. ALLEN CO. 1924
SALISBURY MD.



"Progressive"
The leading everbearer



Mrs. W. F. Allen



W. F. Allen

Here is the man that started our strawberry plant business nearly forty years ago. Mr. W. F. Allen began in a very small way, and has built up the business partly by advertising in the farm papers, but largely by supplying plants that proved true to name, grew so well and gave such complete satisfaction that they told their friends and neighbors. Mrs. Allen has been an active partner for most of these years and it is due to her in no small measure that the clerical part of our business has been handled so efficiently. She still has active charge of opening the mail, booking orders, writing tags, billing, and many of the other office jobs which help insure prompt shipping and correct forwarding of your order.

Mr. Allen started this business with about one-half of an acre, but by hard work, good management, and square dealing he has built it up until now it requires about 100 acres per year to produce the plants we sell. As President of the Company, he has general charge of our entire operations but in plant seasons he is occupied chiefly in handling the correspondence, advising on varieties, soils, and other problems of our plant customers, as well as the laying out and plotting of our own plantings.

A Customer 15 or 20 Years—There Must Be a Reason.

SULLIVAN CO., IND., March 19, 1923.

I have been buying plants from you for the last fifteen or twenty years and I never got any finer plants than I have been getting from The W. F. Allen Company.

JACOB COX.

An Impression That Lasted 25 Years.

CHAUTAUQUA CO., N. Y., Jan. 22, 1923.

Kindly send me your strawberry catalog as you advertise in The American Agriculturist. About 25 years ago I bought from you some of the best strawberry plants I ever had. I left the farm for a few years. Today I noticed your ad—that is why I am writing.

MR. J. C. HILLEBERT.

The Children of Our First Customers Stay with Us.

CHAUTAUQUA CO., N. Y., Feb. 22, 1923.

Am sending you an order for strawberry plants. My father has had a good many plants from you at different times with good satisfaction, so as I now have a place of my own I am coming to you for plants.

MRS. MYRTIE AIKENS.

30 Years a Customer—We Both Know the Reason, Don't We?

NASSAU CO., N. Y., March 13, 1923.

Enclosed find P.O. order for strawberry plants as described in order sheet. I have bought plants from you thirty years ago and am still doing so.

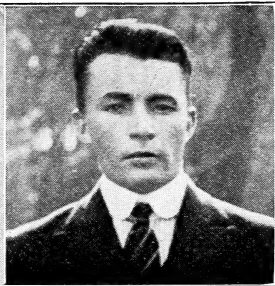
CH. SCHULTZ.



W. Lee Allen



Albert G. Allen



Fulton W. Allen



Grant Cantwell

All the members of our Company are interested in having our customers get very best strawberry plants grown and get them in the best possible shape. We believe we have the personnel and the organization to accomplish this in a manner highly satisfactory to our customers. The duties of one become the duties of all when needed. But, of course, for the purpose of expediting our work, getting it done on time and done properly, we divide up. The men whose pictures are on this page look after your plants from the time the mother plants are set out in the field, through the growing season until the young plants have become strong and well rooted and prepared to go through the winter. In spring when plant season begins these men, who are all hard workers do their utmost to dig, handle, pack and ship plants of such high quality that they are indeed the growers Strawberry Plant Insurance which we talk about on page 11.

W. Lee Allen, who is General Manager, has charge of planting and digging. He must see to it that true-to-name plants in good condition are sent to the field for our own setting. In digging the men must have their baskets labeled properly and dig from the right plots. Plants must be well cleaned and not exposed to sun or wind, thus having vitality drawn from them. This work is most important, and we are fortunate in having an organization of interested men big enough so that one of us can devote a large part of our time to that work. At night and sometimes during the afternoon Lee helps with the packing.

Albert G. Allen, Assistant Manager, has charge of the packing house. He must check up on the grading and counting to see that undersized, poorly rooted plants are discarded, that full count is put in the bunches and that the roots are kept fresh and moist. He must be constantly on the alert to see that plants are not mislabeled and also in assembling the orders that the proper variety is sent. Correct and scientific packing is a large part of his work. He also sees to it that the crates are properly marked for shipment that they will be delivered promptly.

Fulton W. Allen has charge of the mail order department. He must check up to see that the smaller lots of plants which go into mail orders have been assembled correctly, that the roots have been kept from drying out, and that they are packed properly. Fulton comes near to being a champion when it comes to wrapping bundles of plants and doing it well. He also answers the call for help in packing express orders during the rush season. Practically all of the strawberry plants both in the express and mail order departments are packed by Mr. Allen's three sons.

Grant Cantwell, our Foreman, who has been with us 30 years. His special work is in the field keeping the plants properly protected from sun and wind as they are being planted, getting them planted according to plot and seeing to it that they are set properly with the buds just even with the ground. He, with his men practically live in our strawberry fields in summer—hoeing, cutting blossoms, rooting runners, pulling grass, etc.

We have confidence that with this organization we can and will serve you in a highly satisfactory manner if you need fine strawberry plants. If an old customer, you know this. If not, won't you give us a chance to prove it to you?

Will Strawberry Growing Pay?

No crop that we know of has yielded profits equalling in amount and regularity the profits from growing strawberries. Every year for many years growers with good berries in almost all sections have been able to obtain fair prices. \$500, \$1000, and even \$2000 per acre have not been unusual. The extra high prices of the years just following the war will probably not be realized again soon in most sections. Strawberries held to the super-prices much longer than any crop we know of, and when they fell they still remained at profitable levels.

An Honest Opinion

Based on our 40 years of experience and observation of the strawberry business, our belief is that the growing of fancy strawberries will pay the average gardener and farmer with a moderate or small acreage, more money per acre and more money per hour of labor than any other crop he can grow. Select good land, prepare it properly, get the proper varieties, good plants, and care for them, and the rewards will be liberal. The amount of your profits will depend on cost of production and the price.

The cost of production per quart of berries can be reduced by selecting high yielding varieties (see page 16), by getting plants that will grow and thus avoid blank spaces in your patch (see page 11, Strawberry Plant Insurance). Our business is to sell plants, but we advise you honestly to grow one acre and take care of them, rather than two acres and neglect them.

The price will depend very largely on **quality**, including size, appearance, condition, and flavor. Again we see the importance of getting plants of the proper variety and knowing they are true-to-name (see page 12). It is also easier to get help to pick fancy berries. Other reasons why we believe in growing strawberries follow.

Strawberry Markets

As for the demand, it is tremendous and growing larger all the time, by the natural increase in population and by better methods of distribution both for fresh fruit and for preserved products.

One reason for the tremendous demand for strawberries is that it is the earliest fruit grown. It comes at a time when folks are tiring of living out of tin cans and storage houses, and long for something fresh from the garden or field. This is one of the big reasons, we believe, why strawberries pay well even in a year of general low prices.

The **unusual markets**, hotels and restaurants, grocery and family trades, home canning and preserving always consume a tremendous quantity of strawberries, especially if the quality is good. Many people are learning that good fruit is a promoter of good health, and are demanding it one, two, often three times a day. Strawberries come when no other fresh fruit can be had.

Commercial canning and preserving is consuming an increasingly large quantity of fruit. And with sugar at a moderate price there seems to be no reason why this demand should not continue growing. We sell many thousands of quarts for this purpose each year. The beauty of this business is that small, overripe and sandy berries can be used for this trade, and thus keep the poorest fruit off the market. Fancy fruit never gluts a market.

Fruit Juices are increasing in demand at soda fountains, the strawberry flavor being a favorite with many. This is another outlet for inferior fruit, allowing only the best to go on regular markets.

Ice Cream Factories are using strawberries more and more in their business. All of these needs must be supplied, and we believe at least a fair profit is sure for those who supply them.

Who Should Grow Strawberries?

1. Market Gardeners. A man who has a few acres of good land near cities or large towns has the sure-thing of the strawberry business. Many thousands of our customers have just this situation. A local market is developed, sometimes retail

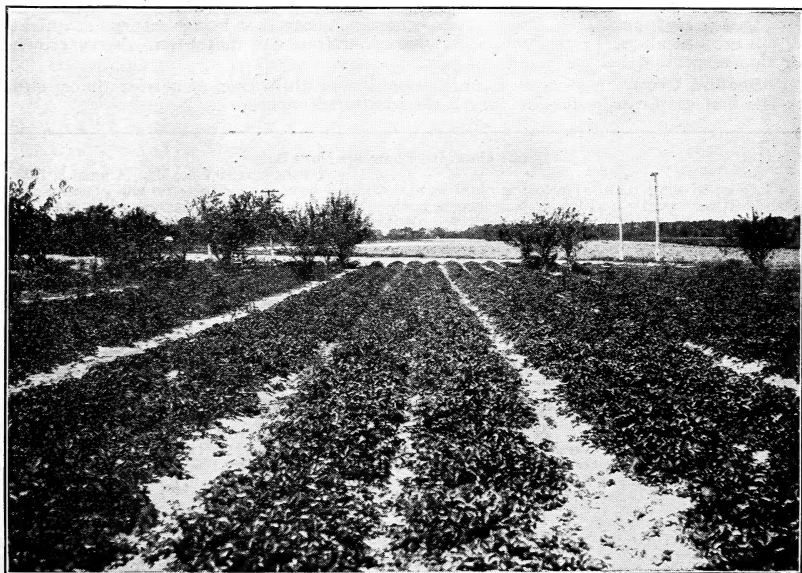
house to house customers, often through the grocery stores and public markets, and in many instances an attractive sign along the highway, or a small ad in a local paper is bringing right to the farm buyers for all the fancy strawberries they can grow. For market gardeners, situated as we indicated above, we believe the limiting factor should be how many can you take care of at picking time with yourself and family and all the outside help you can hire at any reasonable figure. In our opinion no other crop offers such good returns per acre of land or per hour of labor. But be sure that you get good plants and the right varieties.

We have many good friends among the market gardeners of this country. Some of them tell us they average 10,000 quarts per acre from their strawberries. 5,000 quarts or more per acre is not exceptional among market gardeners. You know what berries usually bring in your section either as a buyer or seller. Figure it out for yourself and estimate your chances for a profit,

2. Fruit Growers and farmers can add to their income by growing a patch of fancy berries. Many fruit farms where apples and peaches are the leading crops can add another fruit crop that comes in early before any of the tree or bush fruits are ripe. It bears the first year after planting, something no other fruit crop does. It is valuable to plant in young orchards, the cultivation necessary being just the thing for the orchards, and affording revenue from the land while the orchards are coming into bearing.

General farmers or stock farmers can with very little extra help put in a few acres of berries. One good man can take care of several acres, except at picking time, and only a small acreage required for a relatively large cash business. Growers that must ship their fruit should be doubly careful about varieties. Get varieties that will produce fancy fruit and **fruit that will ship**. And be sure you are getting the **variety you order**. Allen's Plants are "Good plants and True-to-name."

3. Amateurs. If you have not grown strawberries before, that should not deter you from starting this year because experience, though valuable, is not necessary. By following the cultural directions given on pages 8 to 10, anyone with ordinary "horse-sense" can successfully grow strawberries. It is a good crop for beginners to start with because it requires a relatively small acreage, very little equipment and the returns



Order some of these **Premier**. They surely do pay.

per acre are usually such as to lend the much needed encouragement to beginners. Here again great caution should be taken to select the right varieties for your locality and purpose (home garden, local market, shipping). We will be glad to advise anyone about varieties whether they buy from us or not. We are also glad to answer at any time any questions we can concerning any phase of berry growing, or marketing. If we can help you, call on us.

4. Women Berry Growers. There is no kind of outdoor work more adapted to being handled successfully by women than growing strawberries. Our remarks above about market gardeners, fruit farmers, and amateurs apply equally to women and men. Many women engage in strawberry growing for profit. Notice the number of testimonials from women scattered through this catalog. Even where they are not running the berry business alone, women take an active part in the work. They help their husbands or fathers in correspondence about plants, ordering plants and care of them after received; hoeing, picking, packing or selling. Not that farm women don't have enough to do in the house, but many of them like a change from the routine of house work, especially as it affords a good opportunity to earn extra money.

Other Advantages of Growing Strawberries

1. Little money is needed to start a berry patch. Besides the plants, a dibble or trowel for planting and a hoe and cultivator for working, are all the equipment needed.

2. A Family business. The small farmer with a large family is in a position to grow lots of berries now. He can utilize the labor of his family at comparatively easy work, and at a business which will pay well. The work is healthy, the pay is good, and the children can work in the open air and with their parents.

The Boys and Girls can be Kept on the Farm by getting them interested. A patch of strawberries, say $\frac{1}{4}$ to 1 acre will afford them pleasant, easy, intelligent work and at the same time will yield profit enough to keep them interested in the farm, a chance that doesn't often happen, as most farm work is less remunerative than other lines of endeavor.

Real Estate Values are increased by growing intensive crops like strawberries. So much can be done on a small piece of ground, that often rich high priced land in and near cities and larger towns can be profitably planted to strawberries.

Quick Returns. We know of no other fruit crop that brings returns so quickly. A full crop in about 13 or 14 months. No other fruit can match strawberry growing in this respect.

Second Crop. A second crop and sometimes a third crop of berries almost equal to the first crop can be had at very little additional expense.

No Doubt About It—There Are None Better.

Expect to want plants for spring planting also, think I have a neighbor who will place an order. They will be Premier and from you. You say why pay a fancy price for the new when the old varieties are superior, why be fooled by pedigreed plants when Allen produces as good (or superior) plants for less money. If they raise more vigorous or better rooted plants than yours I have never seen them.

CUMBERLAND Co., ME., August 8, 1923.

GEO. E. THOMPSON.

We Shall Try Always to Have It So.

I have ordered plants from you for the last ten years and have always been very satisfactory. Always arrive in good condition and grow fine.

HUNTERDON Co., N. J.

MRS. HUGH W. LAIRE.

It Takes a Square Deal to Bring a Letter Like This.

My plants were O. K. every one lived. They have been out less than two months and are now blooming and quite a few of them already have little berries on them. The plants were beautifully packed and reached me in fine condition. Last but not least let me thank you for your generosity and liberal count.

WINSTON Co., MISS., April 17, 1923.

MRS. T. J. LEE.

Perfect Condition, Prompt Attention.

Plants received in perfect condition, set out in fine weather and in soil just right for planting. Your prompt attention and excellent service appreciated.

BOONE Co., April 3, 1923.

T. J. RODHOUSE.

Home Strawberry Gardens

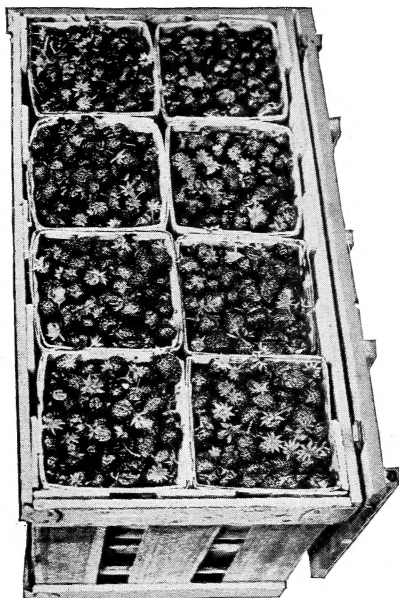
Every farm, every suburban home, every family with a tiny city lot should have a home garden. And the earliest and most delicious fruit to come from that garden should be strawberries. They will pay big dividends in health, pleasure, and profits. Everybody likes strawberries, and the best ones are those that are grown in your own garden and picked fresh from the vines as you use them. They are delicious, and the joy of having nice fresh berries for your own table every day fully repays for the effort required to plant and grow them. By using the Everbearer, Progressive, the berry season can be extended through the summer and early fall until freezing weather.

Your grocery bill will be lessened by having your own strawberry garden. Not only do you save the cost of the berries you usually buy but you have more fine fruit than you ever use when you have it all to buy. You also save the cost of the other things that you don't want or need, now that you have plenty of strawberries.

There are many ways of preparing strawberries. Eating them "right off the vines" is popular with many folks. "Sugared down" for some time to let the juice come out is a favorite—perhaps the favorite method of eating strawberries. Strawberry shortcake is called by some the national dish. Fresh berries are used in soft drink preparations, in punch, in ice cream, and in many other ways.

Preserved strawberries are the most delicious of all the sweet foods we eat in winter. They are fine in conserves, marmalades, canned strawberries and strawberry jelly. There are many ways to "do up" berries and enjoy them throughout the year. Do up a lot of them, they will help out wonderfully "when winter comes."

Extra money. Some extra money for the housewife or children can readily be had from the home strawberry garden. 500 to 1,000 plants will produce sufficient berries for a large family and leave a good many to sell. There will be a market for them. If you have room in your garden try a good big plot. It will pay.



Progressive picked October 22, 1923.

Our Customers Are Our Friends.

The Wm. Belt plants reached me in fine shape. The roots are excellent. I told Mr. Robt. Leaman about its fine quality and he also has had you fill an order. I am glad to write you this.
NASSAU CO., N. Y., May 4, 1923.
L. D. HOWELL.

You Are Welcome—Come Again.

The strawberry plants arrived this afternoon in fine condition. I will set them out in the morning. Thank you.
WASHINGTON CO., R. I., May 1, 1923.
MELVILLE WATROUS.

You Bet We Will.

The last plants I received from you were fine plants. Am sure you will do the same by me this time.
JEFFERSON CO., ALA., Feb. 3, 1923.
C. J. NAIL.

They Are Grand.

Received the Orem strawberry plants in good condition. They are grand.
CLARK CO., ILL., March 22, 1923.
JOSEPH E. LUTZ.

How to Grow Strawberries

Strawberries will thrive in a wide variety of soils and climates. They are grown successfully from Cuba to Canada and from Maine to California. They will grow in any type of soil that is not dry sand or waterlogged clay. They will often give good crops in soils that have had poor preparation. But, like other crops, they respond quickly to good cultivation.

One of the first essentials in producing a good crop of berries is plenty of moisture. Springy land that is well drained is therefore the best type of soil. A good garden soil that is full of organic matter will almost invariably produce a fine crop of berries. On other types water may be conserved by cultivation or mulching, and generally there may be enough natural rainfall at fruiting time. Any soil that will grow good garden or field crops will grow strawberries.

Preparing the land. Potatoes, beans, tomatoes, cabbage and other truck crops usually leave the ground in excellent shape for strawberries. This is because they are kept well cultivated and free from weeds for a good part of the season and are usually well manured and fertilized. We have noticed that strawberries do well following cow peas or soy beans. If you can plant rye or some other winter covering it will keep the soil from leaching and afford humus to turn under in spring. Not much top growth from rye though as the ground should be prepared and plants set as early in spring as weather permits. Mowing down a heavy growth of weeds (before they go to seed), or cowpeas or soy beans, or almost any crop will protect the ground during the winter and leave it nice and mellow for spring planting. The soil should be constantly enriched by turning under green crops, legumes preferred. Avoid if possible, sod land, as the white grubs winter over in such lands and cut off the young plants when set the following spring. If you have no other land available, plow the land in the fall, harrowing it as often as you can, and many of the white grubs will be killed out.

Having selected your piece of land, cover it with fine stable manure if available. Fall spreading is preferable but early spring is fairly satisfactory. Cut this into the land with a disc harrow if available. In early spring plow the land, harrow it thoroughly, mark off your rows, and you are ready for the plants.

Time to plant—Important. In the extreme South stock plants, free from nematode and rust, should be planted in February, March or early April. In the Middle States, March and April are the best planting months. In the North—April. Plant in early spring, just as soon as you can get your ground in condition. This gives plants as long a growing season as possible, and the plants are set and growing before hot, dry weather comes on. Be sure to have your plants on hand when you are ready for them. Have your plants shipped early and heel them in some protected place and cover with straw until you can plant.

We cannot emphasize too strongly the importance of planting early. In this section the last two weeks in March are the ideal planting days. We cannot get our entire plantings out during those two weeks, but the ones we do get out then always start quicker, grow better and make better beds than those planted later unless conditions are very favorable.

Early Planting will pay big. We know this because with our large planting we cannot get them all set at the ideal time. Often an advantage of ten days to two weeks in time of planting will more than offset the benefits of a good dressing of fertilizer on later plantings. This is not theory. It has happened in our experience a number of times. It was true this year. When a plant grower in the latitude of New York or Massachusetts can dig plants, berry growers in those sections should be setting their plants. This is a big advantage we can give growers in those latitudes. We can dig and ship plants earlier and have them right at hand for early planting.

Early Spring is the logical, natural, most successful and satisfactory time to set Strawberry plants. So don't neglect setting some plants this Spring, thinking you can make it up by early Fall planting. It can't be done.

Setting the Plants. Just before planting, the ground should be harrowed and made as level as possible. Then mark out the rows and you are ready to plant. There are a number of different methods of planting, but an ordinary garden trowel or a flat dibble are the best tools to use. Whatever tool is used try to have the roots of the

plant spread out fan-shaped, and be sure to have the crown at the surface of the ground—not below nor above.

In some sections where large acreage are planted, a small three furrowed list or row is run up with a plow and then leveled off with a rake or drag. This gives a nice soft planting bed, but unless the ground is quite moist the rows should be run up two or three days before planting to allow the moisture to rise, and then rake off just before planting. Plowing, harrowing thoroughly, and marking off rows is the best for small fields and gardens. It is best for larger fields unless the grower is familiar with other methods that have worked well under his conditions.

Methods of Training. The matted row, hill, and hedge row systems are most commonly used. We advise the hill and hedge row methods only for those who have used them and found them satisfactory or for those who know of others nearby who have used those methods successfully. They require more time, trouble and expense. It is claimed for them that they make a larger yield of fine berries.

We prefer the matted row for both garden and for field culture. The extra foliage protects the fruit from scalding, makes them less sandy after a rain, and with us the yield of large, well-shaped berries is usually greater than with any other system. It is not so important to keep the row narrow, especially if the ground contains plenty of moisture. Varieties with large plants like Big Joe, Ekey, Chesapeake, Wm. Belt, Early Jersey Giant, Marshall, etc., rarely get either too wide or too thick. Very vigorous growing varieties that have small plants, as Senator Dunlap, McAlpin, Warfield, etc., on rich ground will set too thickly for fruiting purposes if not kept thinned.

Probably 90% of all the strawberries grown in this country are grown in matted rows. Under average conditions we would not want to use any other system.

Cultivation. Young plants should be cultivated frequently after they begin to grow. This is done not only to keep down weeds and grass, but also, to save more moisture. After heavy rains the soil will become hard and "bake," causing it to dry out quickly and be very cloddy when cultivated, unless the cultivation is done while soil is still damp. So it is best to cultivate as soon after a rain as condition of the soil will permit.

In seasons of severe drought constant cultivation keeps a "dust blanket" over the soil and prevents evaporation. So, even if no weeds or grass have started, it is advisable to cultivate frequently.

A hoe and 12-tooth cultivator are the best tools to use. In general, the patch should be cultivated every ten days, or two weeks anyway. Skillful use of the cultivator will make necessary much less hand-labor.

Young plants, set out in early spring, will blossom freely at the regular blossoming season, and if not cut off will set and bear quite a few berries. But it is best to cut these blossoms off so that the plants can make a more vigorous growth and be in better shape to bear a full crop of fine fruit the following spring.

Manure and Fertilizer. Thorough cultivation is the best treatment for a strawberry patch. Barnyard manure is the best fertilizer you can apply to the field. Applied broadcast before the plants are set (see *Preparing the Land*, page 8), is the best way to get them started early and make a good growth. Manure can be applied, as a top dressing on the plants, best in the fall. If handled in this way it acts as a mulch during the winter and is very beneficial to the fruiting beds in the spring.

If manure is not used, a high grade commercial fertilizer can be used to start the young plants off. Apply this broadcast before the plants are set, or as a top dressing afterward. Never put it in a furrow under the plants unless in very moist ground. If stable manure is not used, a top dressing of fertilizer in the early spring will be very beneficial to the fruiting beds. For young plants just set or for fruiting beds any fertilizer containing 2-5% available ammonia and 5-10% available phosphoric acid should be satisfactory. We use a 5-8-5 fertilizer for top dressing in Spring.

Perfect and Imperfect Varieties. Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In our price-list, perfect flowering varieties are followed by "per"—imperfect varieties by "imp".

Mulching. A mulch is applied for one or all of three reasons: First, to protect the plants from freezing and thawing of the soil in winter; second, to keep the soil cool and moist during the season when fruit is being produced; third, to keep the berries from being spattered with dirt by rain during fruiting season.

The mulch should be applied in the fall. In the spring when plants begin to start this is raked to the center of the rows and there serves the purpose of retarding the

growth of weeds and grass, keeping the ground loose and moist and the fruit clean. Use coarse manure, marsh grass, rye straw or similar material.

Green Manure Crops. In many sections where stable manure used to be plentiful and reasonably priced, it is now scarce and high priced. Green manure crops, properly handled, will take the place of stable manure very successfully. Sow soy beans or cow peas in late spring or early summer. We prefer broadcast sowing of these crops. Even though it takes more seed than row planting you do not need to cultivate and you get greater, finer and more evenly distributed crop of humus, including both tops and roots. Plow under in early fall and plant rye, wheat, or some other crops to hold the soil in winter. This fall sown crop should be plowed and disced very early in spring, however, to make room for early planting.

Buckwheat in late summer makes lots of humus. Alfalfa, sweet clover, or in fact almost any crop that makes lots of humus, turned into the ground sometime ahead, leaves the soil in excellent condition for strawberry plants.

How Far Apart. We recommend setting plants in rows $3\frac{1}{2}$ or 4 ft. apart. Set the plants from 18 to 24 inches apart in the row. Free growing varieties like Missionary, Dunlap, Marvel, Paul Jones, etc., should be set 24 inches apart. Varieties like Chesapeake, Marshall and others that do not make plants freely should be set only 18 or 20 inches apart in the row.

Number of Plants Required to Set an Acre of Ground at a Given Distance

Rows 24 ins. apart, plants 12 inches in row, 21,780	
" 30 " " 12 " " 17,424	
" 36 " " 12 " " 14,520	
" 42 " " 12 " " 12,446	
" 48 " " 12 " " 10,890	
" 24 " " 15 " " 17,424	
" 30 " " 15 " " 13,939	
" 36 " " 15 " " 11,616	
" 42 " " 15 " " 9,956	
" 48 " " 15 " " 8,712	
" 24 " " 18 " " 14,520	
" 30 " " 18 " " 11,616	
" 36 " " 18 " " 9,680	
" 42 " " 18 " " 8,297	
" 48 " " 18 " " 7,260	
" 24 " " 24 " " 10,890	
" 30 " " 24 " " 8,712	
" 36 " " 24 " " 7,260	
" 42 " " 24 " " 6,223	
" 48 " " 24 " " 5,445	
" 24 " " 30 " " 8,712	
" 30 " " 30 " " 6,969	
" 36 " " 30 " " 5,808	
" 42 " " 30 " " 4,978	
" 48 " " 30 " " 4,356	

A Useful Table.

Rows 18 ins. apart give 9,800 yards of row per acre

" 24 " " 7,530 " " "	
" 30 " " 5,880 " " "	
" 33 " " 5,323 " " "	
" 36 " " 4,900 " " "	
" 42 " " 4,200 " " "	
" 48 " " 3,675 " " "	
" 54 " " 3,267 " " "	
" 60 " " 2,940 " " "	

A Good Record.

MONTGOMERY CO., MD.,
June 23, 1923.

I have been thinking for some time that I ought to tell you that the 100 plants I obtained from you in April were one hundred per-centers, all lived and started to grow, although one has since died. Notwithstanding the heat and drought they are growing and throwing out runners.

C. W. BROOMALL.

It Pays to Please a Customer.

HARRISON CO., IND.

I received my plants and they are fine so am sending you an order for my brother. I was so well pleased with mine. MRS. BEN FLOCK.

Thank You, Come Often—You Are Always Welcome.

ESCAMBIA CO., FLA.,
April 26, 1923.

I received the 500 Progressive and 500 Premier and they are such beautiful plants every one lived, so I want you to send me 300 Big Joe. FRANK W. CARROLL.

That's Fine—You Shall Not Regret It.

JEFFERSON CO., TENN.,
March 21, 1923.

Plants at hand—am well pleased. Full count. You will receive all of my future orders.

R. A. BACON.

Florida Growers Read This.

OSCEOLA CO., FLA., March 20, 1923.

Received the plants I ordered from you and will say they were fine, all living and doing fine. We compared plants with others from other parts of Maryland, and your plants are far superior. I am sending for 1000 Missionary plants for one of our neighbors. Hoping this meets with your approval.

E. R. PERITT.

Strawberry Plant Insurance

Allen's Selected True-to-Name Plants are your insurance against (1) undersized, poorly rooted plants, (2) mixed plants, (3) plants dried out by exposure to sun and wind in handling, (4) plants received in poor condition due to improper packing, and other things which may detract from the value of strawberry plants.

We do not mean to say that all other growers send out plants like those described above. Many of them send out fine plants. But we grow no other nursery products. We specialize on this one thing and try to do it just a little better than the other fellow, even though he does it well. Here are some of the reasons why we believe we succeed in doing this.

1. Grown Right. Our plants are grown properly. They are mostly grown either in fresh new ground or on land chock full of humus and organic matter, with plenty of fertilizer to insure proper development. We encourage the young runners to take root just as early as possible to insure proper development and the fine fruit system for which our plants are famous. Clipping off the blossoms is another of the things we do to put more "pep" into our plants, by conserving the vitality that would have gone into the development of bloom and berry. Our young plants, except ever-bearing, are never allowed to bear fruit.

2. Young Beds. All of our plants are dug from young beds. We never have dug and never expect to dig plants from old beds to fill our orders.

3. Root-System. Our plants are grown in a light, sandy loam soil. In this type of soil any plant can develop its root-system to the fullest degree. And, having a light soil, we can dig plants without breaking off any of the great bunch of roots. With plants grown in heavier soils, the roots cannot penetrate the earth and make the root-system they do here; and, even if they could, it would not avail in giving fine plants, as plants are not removed from heavy clay soil without breaking off many of the fibrous



Plants for digging this spring. Note the stumps.

roots, the kind necessary to start plant growth. We repeat: The root-system of our strawberry plants is never bettered, seldom equaled.

4. Sturdiness. Our growing season is moderately long, just long enough to secure maximum development of both roots and crowns. Constant hoeing and cultivation and the tons of manure we apply help keep them healthy and in prime growing condition. The large size, good roots, and great vitality of our plants are a form of insurance, worth in itself, the cost of the plants. You want this kind.

5. Healthiness. Our plants are healthy and vigorous as grown in the field. Furthermore, our plants are well cleaned; the dead and decaying runners and old leaves around the stems are trimmed off, so that it would be almost impossible to transmit diseases even if they were present.

6. Hardiness. Our plants are producing fine crops of berries in every state in the United States. We have letters of testimonials from Maine to California, from Florida to Michigan and from Vancouver to Nova Scotia in Canada. We supply many thousands of plants to Cuba and the Bermuda Islands. Wherever strawberries are grown successfully you will find many of the most successful growers using Allen's plants. They are hardy everywhere. Read paragraph page 32 on "Allen's Plants in the North."

7. True-to-Name. Don't waste a year's time and work growing your strawberry patch only to find at fruiting time you have small inferior berries instead of the large luscious profit or pleasure-giving berries you expected. We believe our reputation for sending out true-to-name plants is second to none in this country. It will pay to get plants you know are true-to-name. We exercise the greatest care in keeping plants straight when planting. All our plants are labeled in the field when dug and the label is never taken from them until they are in the field or gardens of our customers. All plants are tied in bunches of 25 each and a printed wooden label is in each bunch.

8. Grading and Packing. Our plants are dug fresh for shipment each day. Practically all of them are shipped out within 24 hours after they are dug. The plants are counted and bunched in our packing houses which have dirt floors. This prevents the wind and sun from drying out the roots, and the dirt floor also helps keep them fresh and moist. But the roots of all our plants are moistened before packing, which aids the plants in keeping fresh and "plump" in transportation, rather than dry and withered. The counters are instructed to throw out any broken, immature, poorly rooted plants, and close supervision is given to see that this is done. Twenty-five good plants are in each bunch. The plants are packed in light strong crates. The tops



Good plants, correctly labeled, well packed.

of plants are packed outside to give air and prevent possible heating. The roots inside are well packed in light sphagnum moss to help keep the plants and roots fresh and moist.

9. Prompt Shipment. It adds something to the value of your plants to have them at hand at the proper time. We have the climate, the help, and the personal supervision and interest in our business that gets things done on time. We can make prompt shipment of your order.

10. Service. The service we render strawberry growers is three-fold. First, the care and attention we give to growing our Good, True-to-Name Plants, and the fact that we supply them at a reasonable price; second, after the order is received, the close supervision we give to every detail of preparing plants for shipment. This includes digging and cleaning, grading (throwing out inferior plants), counting (25 good plants to each bunch), bunching (plants and roots straightened out, making a neat bundle, so that plants handle easily and make planting quicker and better), packing, using the most scientific methods to insure plants reaching customers in thrifty growing condition. The third phase of our service is advice or information based on our 38 years of experience in growing and selling strawberries and strawberry plants. We will gladly answer any questions we can as to selection of varieties for your soil or climate, or anything connected with the cultivation, fertilizing, or marketing of your berries.

Does not the fact that Mr. W. F. Allen and his three sons own the business and are financially interested and actively at work in carrying it on, make it likely that the things mentioned above will be better and more carefully done than if the business was carried on largely by "hired men"? We believe this personal interest will be reflected in your results.



Well pleased.

Who Said Strawberries Don't Pay?

WASHINGTON CO., TENN.

I have bought berries from The W. F. Allen Co. for four years, and have never got a bad plant yet. I sold five hundred dollars worth of Klondyke last year on one half an acre. Have this year one acre of Paul Jones and Big Joe to pick from which are looking very fine.

E. D. BOWMAN.

PREMIER

Each succeeding year fully bears out all the good things we have previously said about Premier. We are going to state the facts about it just as we did last year.

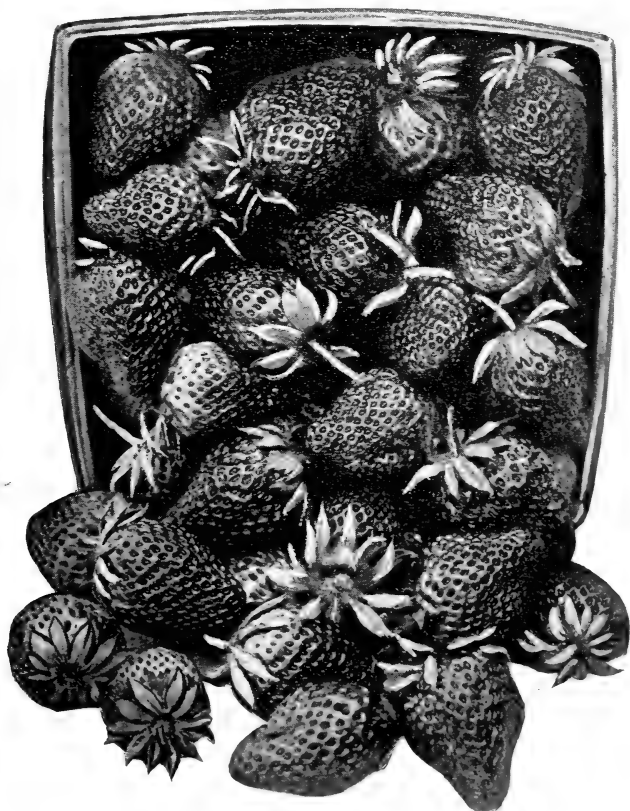
1. Premier is a vigorous grower, doing well on all types of soil. It does well North and South, East and West, in all climates and under all conditions, so no matter where you are located or what your soil, you cannot go wrong in choosing Premier for early.

2. The plants are enormously productive, ripening early and bearing through a long season. No variety yields more quarts per acre. This is especially important where the land is limited and a maximum quantity of fancy berries desired.

3. The berries are beautiful in appearance, having a uniform shape and a glossy, rich red color extending clear through the berry.

4. The berries have a bright green cap which stays green to the end of the season even in dry weather. This is not oversized but just right to add the proper touch of beauty to the fruit. This results in greater beauty and a larger selling price.

5. The berries are delicious in quality, equalled only by the very best ones like McAlpin, Big Late, Wm. Belt and Chesapeake.



Premier, the money maker.

6. They are good shippers, firm enough to stand shipment to distant markets in good condition. The only criticism we ever heard of Premier was that in wet seasons they must be kept picked closely to carry through in good shape. The same is true of Klondyke and Missionary, the hardest long distance shipping berries known to the strawberry world.

7. Premier is a fancy early berry which makes it easier for commercial growers to get pickers at the first of the season and keep them for late varieties, than if there were less desirable early berries, or none at all.

8. Premier seems to be almost frost proof. Two years ago practically all the early varieties and many of the late ones were wiped out in this section by a late frost. Premier kept right on blooming and made a full crop. We had another late frost this past season cutting down the yield of nearly all varieties both early and late except Premier.

9. The berries are of large size and hold their size well throughout their long bearing season. As every strawberry grower knows, size is an important factor in getting a good price.

10. No variety has healthier foliage. This season has been very wet in this section but it is almost impossible to find a single leaf spot or other disease or insect on Premier.

Mr. Charles Bayer, of New Castle County, Del., says, "The 5000 Premier strawberry plants ordered received O. K. and in fine condition. A finer lot of plants never came to this part of the country. I am more than pleased with them."

Mrs. J. C. Rooney, of Fairfax Co., Va., says, "Two years ago we bought of you 500 Premier strawberry plants. To begin with they were the best and longest rooted plants I ever saw, and last year they bore a full crop of berries in spite of the late frost that killed some of the later varieties. The berries were truly wonderful and were admired by everyone. I am sending you an order for more plants and hope you can supply them."

Mr. Warren Keyes, of Champaign Co., Ohio, says, "Your Premier berry is all that you claim for it as a money maker. It certainly was for me. I took \$325 from one-fifth of an acre.

Our local growers say that if they can make **some** money with other varieties they can make **lots** of money with Premier.

By all means include Premier in your order.

\$500.00

Those persons who have been receiving our Berry Book for the past two years will remember that we offered \$500.00 for 25 plants of a new variety that would prove superior to Premier or even to equal it if a midseason or late variety. We tested 37 different varieties from 18 states, but we did not find anything that anywhere near equalled Premier.

The weather was rainy just before strawberries began to ripen, but we did not have a single rain throughout the entire strawberry season. This probably worked more to the disadvantage of the later varieties than to the early ones, but Premier, after producing a big crop of early berries, kept right on bearing and in addition produced a larger crop of midseason berries than any variety in the plot, and then still compared favorably with many of the late varieties.

One of the late varieties showed up mighty well and won our \$200.00 prize. We expect to try it out another year and if it still shows up well we will offer it to the public next year.

If you have any market for early strawberries, there should be no hesitation about planting Premier. It stands **Supreme**.

On Top.

Plants arrived O.K. and are all set. They are the finest I ever saw. Thank you for the Chesapeake. HARTFORD CO., CONN., April 16, 1923.
CHAS. W. FRANCIS.

You Have Got a Good One.

I received the 1000 Chesapeake plants you sent me alright and in fine condition. FAIRFIELD CO., CONN., May 1, 1923.
HOWARD P. SHEPARD.

The Truth About Varieties

The variety descriptions in this Berry Book, like the plants themselves, are true. Of course, of the many hundreds of known varieties, we are growing the ones we believe to be the best. But in trying out new varieties we may find some that fail to measure up, others that may be good in certain sections or on certain soils but poor in others. But in all cases we have given the facts as we have found them.

Our Recommendations

If a grower has found a variety that suits his purpose and is making him money, we say stick to this variety or those varieties for your main crop, even though they are not highly recommended generally.

There are growers who prefer **Sample** to any other late variety, others like **Glen Mary**, still others **Haverland**, **Big Late**, **Senator Dunlap**, **McAlpin**, **Paul Jones**, **Gandy** and so on down the list. To these growers we say continue planting these varieties for the main crop, at the same time trying out some of the other highly recommended sorts.

Klondike, **Missionary** and **Aroma** are the great Southern long distance shipping berries, varying in favor in different parts of the South.

For the man who wants great quantities of large fancy berries of fine appearance and quality for home market or nearby shipment we unhesitatingly recommend Premier for early, Big Joe for midseason, and Chesapeake or Wm. Belt for late. Read what we say of these varieties and get your order in early. Read on page 34 for reasons why you should order early.

Extra Early Varieties

Campbell's Early. Probably the earliest variety we have, being a day or two ahead of Premier. A strong grower, very productive of medium size highly colored berries. Fairly good shipper, quality good. We like Premier infinitely better as an early berry, but Campbell's Early is claimed by many growers in New Jersey and parts of Delaware to be their best money maker. Until Campbell's Early has proven its worth for you, rely mainly on Premier. Price list page 35.

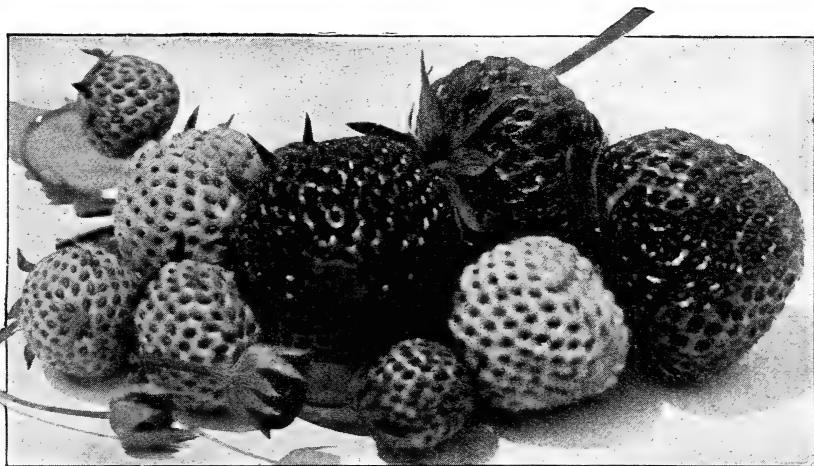
Early Ozark. A favorite in some sections as an extra early market berry. The foliage is tall, dark green and very healthy. The berries are large, dark red in color, fair quality. Though well liked by a few growers, we do not recommend planting Early Ozark when a variety like Premier is available. Price list page 35.

Excelsior. Probably the earliest strawberry grown. Blossoms perfect. Berries dark red in color, too tart to be of good quality, but they stand shipping well and are popular in some sections. We do not recommend Excelsior except to those who have grown it successfully. It is simply outclassed by Premier. Price list page 35.

Howard No. 17. This berry is exactly the same as Premier. We have kept our original stock separate for those who wish to try it for themselves, but we know it is the same in every respect. No higher place can be given it. For description, see Premier. Price list page 35.

Judith. A new variety very highly recommended by the originator as follows: "It is very productive bearing through a long season. The color is deep red throughout and very high in quality. The flesh is fine grain and without any core. It makes a strong, healthy foliage which is tall enough to cover the blossoms and protect them from frost." With us it has made a very nice plant growth, but we have not yet fruited it. Price list page 35.

Mitchell's Early. A very early, vigorous growing berry of excellent quality. The berries are small but their good quality makes them popular in some localities as a very early garden berry. Being a few days earlier than Premier is the only possible reason for planting Mitchell's Early rather than Premier. Price list page 35.



Klondyke, the great Southern market berry.

Medium Early Varieties

Cooper. A new variety which we have not yet fruited but which is very highly recommended by both the originator and the introducer. The originator says, "It is the one biggest and best strawberry without a fault. Never a berry with a sign of a core, never a berry that is hollow, never a green tip, a very bright red, a flavor as good as the best, size unequalled, 18 to 25 berries to fill a quart basket. The plants are very large, healthy and very productive." This variety has certainly made a wonderful plant growth with us and we consider it well worth trying. Price list page 35.

DR. BURRILL. Our original stock of this variety was obtained from the introducer and after growing, it for several years we could find no difference from the Senator Dunlap. The introducer insisted there was a difference, so last season we bought another stock of plants from him and set some of our Dunlap right beside it. As far as vigor of plant growth and other characteristics they seem to be the same. At fruiting time the same similarity was apparent. If there is a difference between Dr. Burrill and Senator Dunlap it is so slight that it really matters very little which one a grower plants. We are keeping our stock absolutely separate so that anyone wishing to try this out for themselves can do so. Most growers know the Dunlap as a vigorous grower and a heavy cropper. The berries are medium size, fairly good shippers and excellent for canning and table use. The blossoms perfect, strong pollenizers. This description is correct for both Dunlap and Dr. Burrill. Price list page 35.

Early Jersey Giant. A very large medium early berry of highest quality. Conical in shape, deep red in color. Large green caps which make fruit very attractive. Blossoms perfect. Berries large and firm and delicious in quality. Good for fancy trade. Price list page 35.

KLONDYKE. The leading market berry of the Southern States. The reasons it is so liked are many. The plant is a vigorous grower and quite healthy. It bears a good crop and the berries are medium to large in size, ripen evenly all over and are rather light in color and most important of all, are firm enough to ship hundreds of miles and still go in market in perfect condition. Not a home-garden, or local market berry, but one of the best for shipping. Price list page 35.

Lady Corneille. A vigorous growing, medium early variety of the Missionary type. The berries are somewhat longer than Missionary and of better quality. Lady Corneille has been especially popular in the same sections where Nick Ohmer, Klondyke, Missionary and Aroma are largely grown. It is quite productive, medium size and a good shipper. Blossoms perfect. Price list page 35.

Missionary—A very popular market berry for long distance shipping.

Especially recommended for the South.



MISSIONARY. A good standard medium early market berry for sections having long distances to ship. It is the most widely grown variety in Florida. The fancy berries we see on the Northern markets selling at high prices about Christmas time are largely Florida Missionary. This variety will do well on any kind of soil, but it is especially adapted to light, sandy soils where a productive variety is needed and where berries must be shipped some distance. Price list page 35.

SENATOR DUNLAP. (Dr. Burrill). Probably the most widely grown berry throughout the country north of the Mason and Dixon line, unless it is Premier. Senator Dunlap is universally a favorite. It does well on any type of soil in any locality. The plants are rather small and on rich land should be kept thinned somewhat to secure best fruit. They have long fibrous roots which make them good drought resisters. Berries medium to large in size, bright rich red clear through and of fine quality. The blossoms are perfect and produce a lot of pollen making Dunlap one of the best to plant with Haverland, Paul Jones or Warfield. For the inexperienced grower Dunlap is safe. For the experienced grower Dunlap is one of the best, if not the best, of the medium early varieties. It has been tried and found worthy. Price list page 35.

Tennessee Prolific. A fairly vigorous grower. Perfect blossoms. Very productive of medium-sized, good quality berries, which are rather light in color. Good for home use or local market, but not firm enough to stand shipping. Price list page 35.

The Best Is None Too Good For Our Friends.

FAYETTE CO., INC., April 14, 1923.

Received the strawberry plants Saturday, April 7, and were in first class condition besides being the finest plants I ever received from any firm.

F. M. COOLEY.

A Fine Record.

I bought 1000 Premier strawberry plants of you last year, and am well pleased with them; only lost one plant, that is why I am sending you this order.

INDIANA CO., PA.

C. H. FOLTZ.

Would Be Glad to Accept Your Invitation, but Fear It Will Not Be Possible.

POTTAWATOMIE CO., OKLA., May 11, 1923.

I hope you will pardon me for not writing you sooner. I received the berry plants all right. Come out to see me about this time next year and eat strawberry short cake with me. R. C. ALNUTT.

Our Success Depends on Pleasing Our Customers.

HUNTERDON CO., N. J., April 5, 1923.

I received the plants all O.K. They were very nice plants. I was well pleased with them.

HARRY R. ANDERSON.

They Look Good.

ST. LOUIS CO., MO., April 9, 1923.

Received plants in good condition April 8th. Set them out today and am well pleased with the shipment as they sure look good.

WM. KRIEGER.

That's Fine—You Shall Not Regret It.

JEFFERSON CO., TENN., March 21, 1923.

Plants at hand—am well pleased. Full count. You will receive all of my future orders.

R. A. BACON.

You Are Welcome—Come Often.

NAVAIRO CO., TEXAS, March 27, 1923.

Our strawberry plants arrived in good shape and have all put out in good condition. Many thanks for promptness.

MRS. R. D. CATON.



Where some of our **Big Joe** will be dug.



Senator Dunlap. Medium size, vigorous, and productive, easy to grow.

Midseason Varieties

Abington. An old standard most popular in Massachusetts and other parts of New England. Berries large, good quality. Blossoms perfect. Price list page 35.

BIG JOE (JOE JOHNSON) (JOE)

A money maker for the man who has a market for large, high-quality, good looking berries. Big Joe is a vigorous grower and very productive. A large bright green cap on the berries makes them very handsome and show up well in the package. This variety is especially valuable where there is a local or nearby market, but here in Maryland even tho Big Joe is not an extra firm shipping berry it does bring the price and tops the market at its season. The berries are so large and so pretty the buyers just can't help bidding on them. Market gardeners who retail their berries or haul them into city or town markets or for those who sell at the farm and roadside markets, Big Joe should be grown as the mid-season variety. It is a strong pollenizer, making it valuable to plant with Haverland, Paul Jones, Big Late, Sample and other imperfect flowering varieties of its season. Price list page 35.

Delicious. We fruited this variety in 1923 for the first time. The season was very dry and our plant beds were very thick. This might have been the reason for the poor showing of Delicious. It certainly makes plenty of plants, has healthy foliage and sets a plenty of berries, but under our conditions this year it produced a very shy crop. Premier right along side of it produced several times as many berries that were much better looking than the Delicious. However, we received a letter from a neighbor of the originator who praised this variety very highly as the best one he had ever seen.

The introducer also speaks very highly of it and our stock came directly from the introducer, so we are inclined to think that under different weather conditions, or perhaps in different sections this variety would be worth trying. We have a fine stock of plants which we have priced very reasonably. For those who know the variety and those who want to try it out, we have some very fine planting stock. Price list page 35.

Eaton. A new variety fruited by us in 1923 for the first time. Although the weather conditions were unfavorable as indicated in descriptions of Marvel and Delicious, Eaton showed up as the best of the newer varieties. It is very promising and well worthy of extended trial. With us the berries were of uniform shape somewhat resembling Sample, but larger in size and better in quality than that variety. The plants



Big Joe, the best for Midseason.

make a vigorous growth and are quite productive. We believe that with favorable weather conditions this variety would produce a wonderful crop of extra fine berries. We have a nice stock of plants of this variety. Price list page 35.

Ekey. (I. O. C.). A vigorous growing variety that you can depend on to give you a big crop. The berries resemble in shape Haverland and Paul Jones, and is a good variety to plant with them. The berries are of good quality, and firm enough to ship, and the large bright green caps make it very attractive in appearance. Price list page 35.

Glen Mary. In the Middle and Northern States where Glen Mary is at its best, probably no variety of strawberries will produce more quarts per acre. The berries are large, firm enough to ship, of handsome appearance and good quality. Glen Mary is a strong grower and produces an abundance of foliage. The blossoms are about half perfect, but carry enough pollen for their own fruit. However, we believe the size and quality of the berries can be increased by planting in a few rows of some strong pollenizer, as Big Joe or Ekey.

Glen Mary has many friends and we rarely have plants enough of this variety. Price list page 35.

Gold Mine. Produces an abundance of strong, healthy foliage. The plants are very productive and the berries are beauties. They are large bright red in color with a handsome bright green cap, which makes them very attractive. The quality is very good. Blossoms perfect. Price list page 35.

Haverland. A very popular standard. The fruit is of large size, rather light in color and firm enough to stand shipment in good shape. Blossoms are imperfect and exceedingly hardy, making it very desirable where late frosts are likely. Dunlap, Big Joe, Ekey and Magic Gem are all good to pollenize Haverland. The plants should be well mulched as the fruit stems are not able to hold the immense loads of berries off the ground. Haverland becomes very popular in certain sections that are especially adapted to it. It is an old one that has stood the acid test of time. Price list page 35.

Marshall. This variety is an old favorite that requires very good land and close attention to grow properly, but where this is done the results fully justify the time and trouble. The plants are healthy and produce a good crop of large size, attractive appearance and high quality. It is especially popular in the North Atlantic and New England States. Price list page 35.

Paul Jones. With the possible exception of Premier, which is equal in productiveness, Paul Jones is the most productive berry we have ever seen. It is a very vigorous grower which makes plenty of plants for a good fruiting bed. On all kinds of land, Paul Jones will lead in productiveness. It responds to fertile soil and manure, but will yield heavily on light soil without these when it is not too dry, and even stands drought as well as any variety we know of.

The berries are long and conical in shape resembling Haverland, but they have a darker richer color than Haverland and are more attractive in appearance. The berries are above medium in size, ripen evenly all over of good quality and are good shippers. They will grow anywhere, and they certainly do produce the fruit. The blossoms are imperfect and should be planted with Big Joe, Gold Mine, Dunlap or Ekey. Where a large quantity of medium size, good looking, good quality berries is wanted Paul Jones heads the list. Price list page 35.

Shropshire. A new variety which we have not yet fruited. It has made a very vigorous plant growth and looks promising. The introducer says of it, "A large, brilliant, market and canning berry, fine flavored, tremendous cropper and splendid plant maker. Grows on any kind of soil and will produce a crop when others fail." Price list page 35.

Warfield. Very popular for canning on account of its rich flesh and high color. It is a vigorous grower and persistent plant maker. If not allowed to get too thick it will produce a great crop of medium-sized, highly flavored and highly colored berries. Blossoms imperfect. Plant with Dunlap, Big Joe, Ekey or Magic Gem or Gold Mine. Price list page 35.

We Will Sure Try to Please You.

Received plants in fine shape; they are fine; am sending you an order for 1750 more. Please ship as soon as you can. Thank you for sending me good plants.

BUNCOMBE CO., N. C. March 22, 1923.

S. J. RODCLIFF.

You Shall Not Regret It.

Received your plants April 30 and have them all planted; were O.K.; also the count was above any order I ever received. They had very good roots, the best I ever planted; if I need plants I will order from you in the future.

DUPHIN CO., PENNA., Nov. 4, 1923.

ROBERT N. HINDO.

Late Varieties

AROMA. The leading fancy market berry in many sections. Vigorous grower, very productive. Berries large in size, rich in color and of fine quality. A handsome bright green cap increases the beauty and selling price of the berries which are very firm and will carry to market in excellent condition. Blossoms perfect. In many sections where large quantities of berries are shipped the Aroma is the only variety grown. It is a good one to plant with Sample, Fendall and other imperfect flowering varieties of its season. Aroma has made many a dollar for those who grow it.

BIG LATE. Ranks at the top with Premier and Paul Jones in productiveness. It is a very vigorous grower and wonderful producer. The great crop of berries average large in size. The berries are shaped somewhat like Aroma and resemble somewhat that very handsome berry. Big Late is the glossiest berry we have ever seen. They have prominent seeds like the Chesapeake. In quality Big Late ranks with the best. McAlpin, Chesapeake and Wm. Belt. The berries are produced in great clusters on strong healthy stems. Without hesitation, we recommend Big Late as one of the best late berries grown. In plant growth, in productiveness, in size, in appearance and in quality, it ranks high. Blossoms imperfect. We have fruited it successfully with McAlpin and we recommend McAlpin and Big Joe as the best varieties to plant with Big Late. Price list page 35.

Big Wonder. A new variety fruited by us for the first time in 1923. It is a vigorous grower and produces a good crop of good size berries, dark red in color, and of good quality. This variety, like several others which we have fruited this year for the first time, was under a handicap because of the weather. We had not a single rain from the time we started picking until the season was entirely over. Our plants of Big Wonder are especially fine this year, and we can supply those who want to try it out with some good stock.

Brandywine. An old standard variety that is very popular with some growers. It does well both North and South and it is one of the best varieties grown in Bermuda, in Cuba, in Florida and other semi-tropical sections. We rarely have enough of plants of this variety as those who order it at all usually like it so well they usually order in large quantities. Vigorous grower, blossoms perfect. Berries large in size, firm enough to ship and very good in quality. Price list page 35.

Bun Special. A strong healthy grower which we fruited in 1923 for the first time. Like several other varieties which we fruited for the first time last year, Bun Special was handicapped by weather conditions. It set a large crop of fruit but the berries were not larger than medium in size, and not all of them matured. It may do better under different soil and weather conditions. Price list page 35.

That's Fine. Thank You.

TALBOT CO., MD., February 14, 1923.
Your plants are the healthiest and most livable ones I have ever used and when I think of Strawberry the name "Allen Grown" always appeals to me.
MRS. J. O. KEMP.

We Hope They Do. We Think They Will.

BELMONT, CO., OHIO, May 7, 1923.
The plants came to hand today and have been set out, we were pleased with them, see no reason why every one of them should not grow.
MARY E. TROLL.

We Appreciate This.

WORCESTER CO., MASS., April 23, 1923.
Four hundred plants to hand this A. M. and by their nice condition it is plain to see that you do know how to pack Berry Plants for shipment as they looked as if my neighbor had just dug them this morning. I will return my influence towards you if there is a call for berries in this neighborhood rest assured
W. H. FAIRBANKS.

We Are Glad You Are Pleased.

BEDFORD CO., TENN., March 22, 1923.
Plants came in good shape, nicest plants I ever saw.
W. J. PEACOCK.



A fine bed of Chesapeake to dig this spring.

CHESAPEAKE

The foliage of this variety is very strong and very healthy. The plants are not made very freely, but the ones that do make are large and strong. If Chesapeake has a weak point it is that on poor land it is hard to get a good fruiting bed. If you can get this you will have all that can be desired in a fancy late strawberry. The fact that Chesapeake makes such a few plants does not tend to make it popular with the plant grower, but where a man has some good land and can give the plants good care he can't afford not to grow this variety. Mr. Albert Reynolds, of Chester County, Pa., says of Chesapeake, "My order to you for Chesapeake strawberry plants has been sent and your receipt card received by me. If a person wants quality and a strawberry that will take the lead for price and condition in market, then you need the Chesapeake. It is a berry that will lead in any society, I don't care how aristocratic that is. We took Chesapeake to town last summer on Saturday evening after all sorts of berries and prices had drummed all day, and people surely did grab for ours at 25c when others had sold at 12c, 15c and 18c. We had a well set bed (which is hard to get), and we had lots of them that 26 to 28 filled a box, and we sold some to a lady to preserve and she said 26 of them made a pound.

We had many other good varieties but Chesapeake for me because I can sell them anywhere and don't have to pick so many to get a dollar. I know a man that five years ago sold enough Chesapeake to get \$1400 and he did not take any away from home and he lives in back off a stone road, back by a woods. Folks knew the berries were there."

We have quoted at length from this letter because that is the exact experience of thousands of our customers who are growing this variety. The berries are unexcelled in quality. The plants set a large crop and every blossom matures a berry, the last ones being just about as large as the first. The flesh is very firm and the berries will keep for many days in excellent condition. One of the most valuable features of the Chesapeake especially in the North is that the blossoms do not start out until quite late, which makes it practically frost proof. We believe a quart or a crate of Chesapeake will bring more money on any market than an equal quantity of any other strawberry

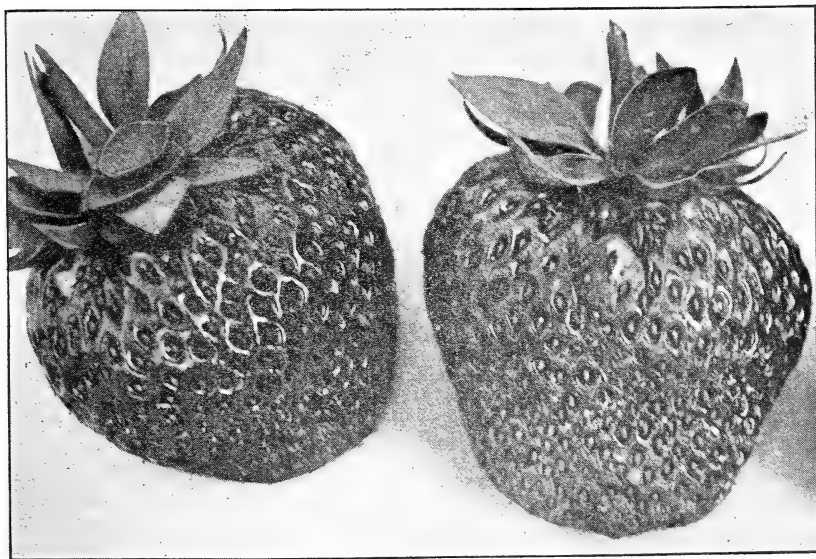
grown. It is valuable not only for a local market desiring fancy berries, but it is just as good a shipper as Klondyke and Missionary and everywhere it outsells all other varieties of its season by more than \$1.00 per crate because of its size, quality, appearance, and because the buyers know it will ship long distances in good condition. The best safeguard against low prices is to grow extra fancy fruit. If you have rich soil and can grow Chesapeake, they will make their own market. Not more than two years in ten have we been able to grow enough plants of this variety. We are the introducers of this variety and have the plants straight. Place your order early and be sure of getting some of them. Price list page 35.

Fendall. An imperfect flowering variety that produces a very large crop of good size, good quality berries. They are not firm enough for distant shipping but for local or nearby market the size and attractiveness of these berries make them valuable. Price list page 35.

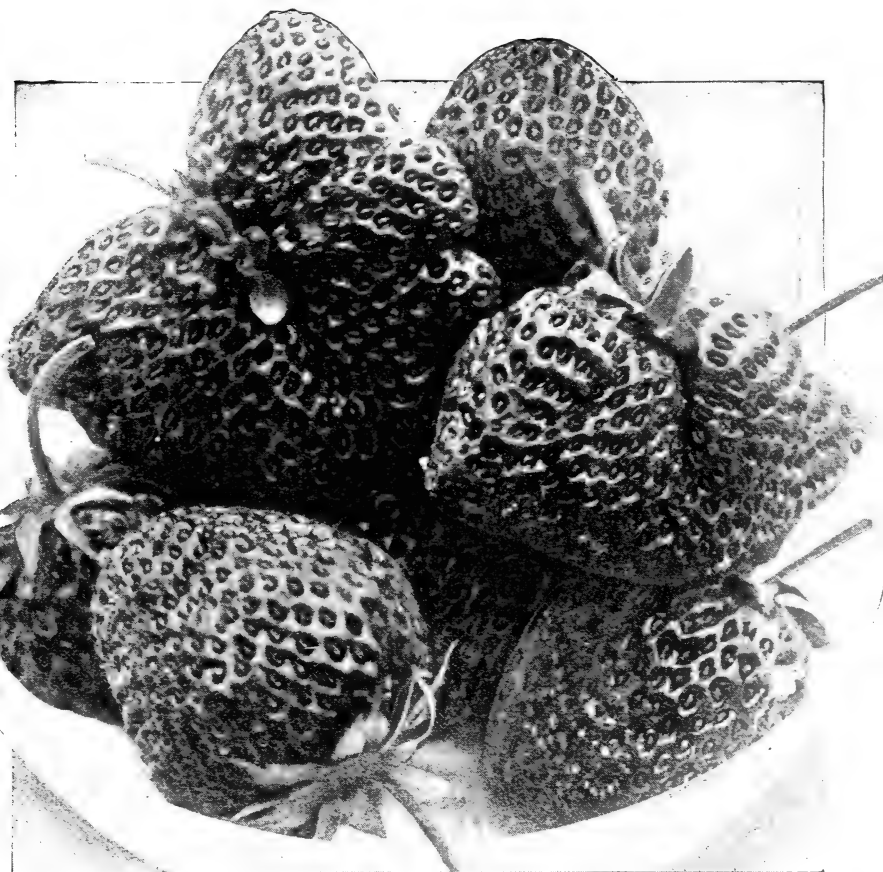
Gibson. Berries large, beautiful dark red in color, vigorous grower and very productive. Bears through a long season, grows well almost everywhere and is very popular for canning. Not a shipping berry, but its high quality makes it very good for home garden or local market.

LUPTON. A large, very handsome berry and an excellent shipper. The plant is a vigorous grower, but requires good rich land to be at its best. The quality of the berries is very ordinary, but the size, attractiveness and shipping qualities make Lupton very profitable as a market berry. For growers who ship fancy large berries, Lupton is worth a fair trial. Price list page 35.

MARVEL. Another new variety which we fruited in 1923 for the first time. The season was very unfavorable, especially to a variety like Marvel which had produced a very large number of plants. The vigor of plant growth was all that could be desired and the plants set very thickly on the bed. This condition made the dry weather very hard on Marvel. These plants set a tremendous crop of berries, but they did not grow very large and many of them did not mature. The showing with us as far as berries are concerned was not very good, but the promise of great crops in nice berries was there if the beds were thinner and the weather was more favorable. We have a nice stock of these plants and consider them well worthy of trial. Price list page 35.



Lupton, large, attractive, and a good shipper.

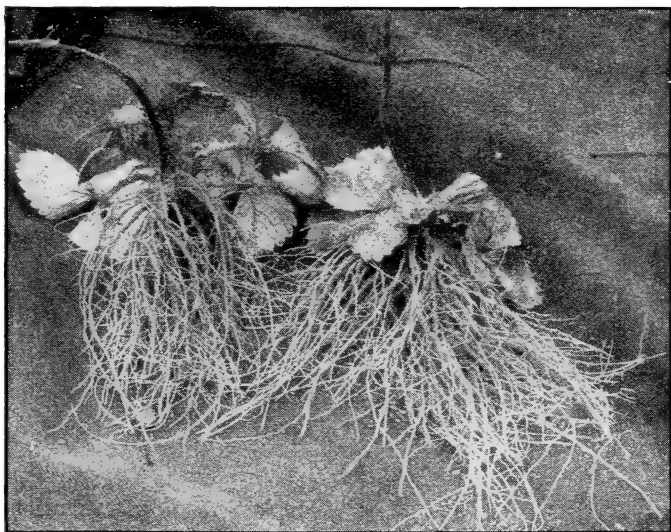


Wm. Belt, unsurpassed in quality.

McAlpin. A very vigorous grower that will do well on light poor land, but also responds wonderfully to richer land and greater fertility. Will grow anywhere. The berries are medium to large in size, brilliant scarlet in color and unexcelled in quality. After a heavy rain during picking time the McAlpin will have less sand and dirt on the berries than any variety we know. This is important, especially where mulching materials are scarce and high priced. Its excellent quality makes McAlpin a good one for the home or local market. It is also an excellent shipper, bringing top market prices. Beautiful in appearance, very productive and unsurpassed in quality. McAlpin planted with Big Late, makes a dandy combination and one that has made money for us the last few years. For vigor, quality, productiveness and all-round merit, McAlpin is hard to beat.

New York. This is the sweetest strawberry grown. The plant is a vigorous grower. The foliage is very healthy and the plants are quite productive. The berries are medium to large in size, dark red in color, and as stated above, the sweetest strawberry grown. It is the only strawberry we know that is sweet before it gets ripe. It is a favorite with many for the home garden.

Parsons Beauty. Same description as for Gibson. Both varieties produce a great quantity of berries that are very high in quality and attractive in appearance.



Showing the wonderful root system of Allen Plants.

They are rather dark in color and part easily from the cap, making them very fine for canning and preserving. Price list page 35.

SAMPLE. Another old variety that has stood the test of time and still ranked by many as the best late strawberry grown. The berries are a perfect strawberry type being very uniform, bright red in color, large in size, delicious in flavor and very attractive in appearance. Sample is enormously productive and does well on wide range of soils. However, it seems to be most popular in the Middle and Northern States. It is a very hardy variety and nearly always produces a crop. The blossoms are imperfect and Aroma or Big Joe should be planted with it. Price list page 35.

The Best. A new variety which we fruited in 1923 for the first time. The plants are large and healthy and a good crop of fruit was set. Owing to dry weather this was not all matured, but under more favorable weather conditions this variety might perhaps show up to advantage. Price list page 35.

WM. BELT. On most markets the size and appearance of strawberries determine the selling price, but where quality is counted in addition to large size and handsome appearance, Wm. Belt should be grown. This variety is the standard of excellence for quality. The berries average large in size, somewhat irregular in shape as shown in the picture, but they have an attractive green cap and the berries themselves are a bright glossy red which makes them very handsome. This variety does best in the middle and Northern States, and whether used in the garden for local market or nearby shipping, Wm. Belt is a friend to the strawberry grower and on account of its quality an even better friend to the strawberry consumer. Price list page 35.

It Will Not Be a Mistake If We Can Help It.

STAFFORD CO., VA., Nov. 30, 1923.

The 1000 strawberry plants you sent me by parcel post arrived in excellent condition. The plants have made a wonderful growth. Any one wishing to buy strawberry plants won't make a mistake by dealing with THE W. F. ALLEN CO. Thanking you for your good service. E. R. NEITKANY.

A Commendation Worth Striving For.

WESTMORELAND CO., PA., April 10, 1923.

Received your plants in A1 condition and never before received from any company such plants. Thanking you for your promptness. MRS. ROBERT NAHODIL.



Gandy, sells with Chesapeake.

Very Late Varieties

Freemont Williams. An old variety which has many good points. It makes a strong, healthy plant growth, produces a fair crop of medium size berries which are of good quality. Price list page 35.

GANDY. One of the oldest and best varieties. It ranks as a leader among the fancy shipping berries. Gandy does best in black swamp land or on springy land that is not too sandy. Gandy is the only late shipping berry that equals Chesapeake in size, attractiveness, and shipping qualities. It usually sells about with Chesapeake at shipping stations where berries are shipped for long distances. While very good in quality, it lacks considerable of being as good to eat as the Chesapeake, and, although it is much easier to get a good fruiting bed than with Chesapeake, it does not make anywhere near the yield that Chesapeake does once you have the fruiting bed. As a fancy shipping berry Gandy ranks at the top except for Chesapeake. Chesapeake requires rich land and Gandy a special type of land to be at their best.

Kelloggs Prize. A berry of the Sample type but somewhat later in season. At its best Kellogg's Prize produces a very large crop of large, well shaped berries. They are firm in texture making them O. K. for shipping. The blossoms are imperfect and should be planted with some late variety as McAlpin, Wm. Belt or Gandy. Price list page 35.

King Wealthy. We have not yet fruited this variety but the introducer values it very highly. He says, "It is much more productive than any other late variety. Is a good drought resister, will stand a severe frost, is immensely productive, and the fruit is large and attractive in appearance. It continues fruiting after all other kinds

are gone." It has made a very satisfactory plant growth with us. We consider it well worth trying as it may be a valuable variety in extending the season for fancy berries. Price list page 35.

Orem. This is the very latest berry we have and is used in many gardening sections to extend the season of large fancy berries. The berries average large in size, are good quality and of handsome appearance. They sell especially well because they come after all other fancy late berries are past their prime. Price list page 35.

Steven's Late Champion. A vigorous grower and quite productive of large, bright red berries of good quality. Ripens very late, blooms late in the season which makes it almost immune to late frosts. Very popular in New England and the Middle and Northern States. Price list page 35.

Thank You. We Will Try to Please Your Friends the Same Way.

I received the plants O. K. All in fine shape, some of them have two and three leaves started now. I think that your plants are some of the best I ever saw and I'm going to recommend them to my friends.
LINCOLN CO., ME., May 8, 1923.
ABNEY B. ENGLEY.

We Knew It. Glad You Found It Out. Come Again.

I received the plants last spring all right and they were nice plants as ever I have seen. I wanted you to know that no other firm can beat the ALLEN PLANTS.
ROCKINGHAM CO., N. H., January 12, 1923.
A. W. PRESCOTT.

Delighted To Please You.

My order for plants shipped by you April 13 reached me the next day. I want to take this opportunity to thank you for your prompt consideration of same. The plants arrived in good shape and were fine plants with excellent root system. Again thanking you for your prompt attention and good packing.
ULSTER CO., N. Y., April 19, 1923.
HENRY BAXTER.

O. K. The Best He Ever Saw.

The strawberry plants arrived O. K. and were in A-one condition and must say they are the best plants I ever saw.
KANAWHA CO., W. VA., March 3.
J. F. SPICO.

Orders For 25 Plants or For a Million Receives Our Same Careful Attention.

Received the plants yesterday and they were in fine condition. Admire the way in which you handled them. It shows that you take as much pains with a small order as you would a larger one. If these plants do not grow and thrive well it will be my fault account not knowing how to handle them.
PRINCE GEORGE CO., MD., March 20, 1923.
CHAS. T. WHITTIER.

You Are Welcome. Come Again and Bring Your Neighbors.

Plants received in fine shape. Thanks.
COOS CO., N. H., April 26, 1923.
JOHN J. CRAIGIE.

Our Plants Satisfy, Where Others Disappoint.

Plants received O. K. I will say I am more than pleased and in the future will give you my order again. It is the first time I have been given satisfaction in plants.
CLAKE CO., OHIO., March 29, 1923.
GEO. WASHWAY.

As Good As We Claim.

My plants received O. K. Good roots and fine beds, they come up to the Ad.
TANGIPAHOA CO., LA., March 9, 1923.
C. J. RAY.

We Like to Have Every Customer Pleased.

Your letter of the 27th inst. with enclosure for unfilled portion of my order received today. Plants have been received in first class order. I wish to compliment you on your system. It is much more satisfactory than to have substitution made. In almost every instance when I have received plants from some growers that have been sent in place of kinds ordered, they proved to be something I already had or varieties that I had discarded. In all the years that I have dealt with you I have never, but once, had cause for complaint and the matter was satisfactorily adjusted in my next order for plants.
SUMMIT CO., OHIO, April 30, 1923.
CHAS. M. PETERSON.

Everbearing Varieties

During the past few years we have tested and rejected a large number of Everbearing varieties. Superb, Peerless and Americus are among those we have discarded. Although they produced a few very nice berries, they are very hard to grow and very shy bearers. There is little excuse for growing them when such varieties as Progressive and Champion are available. We are offering this year Perfection, Gardeners 999 and Kasota. None of them are as good as Progressive or Champion, but have some good points.

For purposes of comparison, we obtained last spring some of the Rockhill, widely advertised as the \$50,000 Everbearer. These plants made a very satisfactory plant growth, but during the entire summer and fall they did not put out a single blossom. Right along side of them Progressive and Champion have been loaded all summer and fall, and all the other everbearers have had some berries and blossoms. Two of our neighbors bought some of these Rockhill plants also. One of them did not get a single plant to live. The other got a fair plant growth but not a single blossom or berry. Reports that we have had from several other states indicate that Rockhill has not borne any summer or fall berries this year.

So we must conclude that Progressive, or Champion which is almost identical with it, is still the best everbearer yet offered to the American Public.

PROGRESSIVE (See Illustration on Front Cover.)

The most widely grown and most popular of all the Everbearing Varieties yet introduced. It is the only one which we have yet found that does well in the South. In the North there are several varieties which different growers in different localities claim to be better, but all of them say that Progressive is very, very good, and in general unless you are acquainted with some other variety, we say depend on Progressive for your main crop of everbearers. In the meantime, try out a few plants of the other varieties. With us and with many others, Progressive leads them all because of its remarkable yielding qualities. Berries medium in size, not quite so large as some of the others but are produced in great abundance, and the berries are simply delicious in quality. If kept closely picked the berries are firm enough to stand shipment. The most striking feature of the Progressive is that you will get fruit a few weeks after the plants are set, and that they continue to bear until freezing weather. If you like strawberries you will get more pleasure in a plot of Progressive everbearing than any way you could spend an equal amount. Try some and see. Compared to other Everbearing varieties, Progressive grows better, yields more, and is of better quality than any variety we have ever tried. It is not quite so large as some. Commercially we do not recommend Everbearing varieties, but many of our customers claim big profits from them. The requirements are good soil, good care, and good market.

The everbearing plants do the best the first year, so a few for home use should be planted in the garden each spring. Don't miss them. Price list page 35.

CHAMPION. This variety has only been on the market for a few years. With us it is very similar to Progressive. It is impossible to detect any difference in the plant growth or in the size, appearance and quality of the berries and all the good things we have said about Progressive are equally true of Champion. It is claimed by the introducer to be more productive than Progressive and altho we have not tried it out on exactly equal terms, it does seem to be somewhat more productive. It is certainly a fine variety. Price list page 35.

Kasota. Fruited by us this year for the first time. It bears more uniformly than any of the everbearers we have tried except the Progressive and Champion. The berries are large in size and of good quality. We have only a few plants but this variety is one of the few everbearing varieties that produce berries uniformly on both old and young plants the first summer. Price \$3.00 per 100.

Perfection. Very hard to grow altho the plants that do grow are vigorous and healthy. They produce a few berries which are large in size and of good quality. It is very highly recommended by the introducer, but with us it is nowhere near as good as Progressive or Champion and not as good as Kasota. Price \$3.00 per 100.

Gardeners 999. Americus, altho hard to grow and a shy bearer, was one of the most delicious strawberries we ever tasted. Gardeners 999 is very similar to Americus in plant growth, altho much easier to grow, equally delicious in quality and the plants produce more and larger berries. On account of the high quality of the berries this variety is well worth trying. Price list page 35.

Better Than Expected.

The strawberry you recently sent in response to my order came along in better condition than I expected. Besides you did the quite impressive thing of sending back even the few cents that I had sent in excess. The plants are all in place and looking well.

RAMSEY CO., MINN., May 5, 1923.

BENJ. LONGLEY.

Nicest Plants She Ever Saw.

I received the plants Monday and I do know they were the nicest fresh plants I ever saw. I set them out right away. Every plant is living nicely, and putting out new leaves. We are all so pleased with them. Want to send you another order this fall. I want to thank you for such nice plants.

CHARLESTON CO., S. C., April 13, 1923.

MRS. B. E. SLAPPEY.

Pleased With Promptness and Fine Condition.

Your strawberry plants received a few days ago and was much pleased at the promptness and also the nice condition of the plants.

NEW LONDON CO., CONN., May 7, 1923.

HERBERT W. MAYNARD.

Hundreds of Florida Growers Use Our Plants.

I beg to acknowledge receipt of your letter of the 16th enclosing refund of 35 cts and while this was only a trifling matter, I appreciate your fairness in handling it. It may interest you to know that the plants sent me part of which were for one of my neighbors were received in fine condition, and since being set have given every indication by their rapid growth of giving fully as good results as those sent me last February. I made two settings from the latter in June and October, and have been shipping berries since December 20th. The fact that I'm using Allens plants is quite generally known among my neighbors.

HARDEE CO., FLA., Feb. 19, 1923.

CHAS. H. WHITE.

Allen's Plants Almost Always Please.

I was much pleased with the Missionary plants received from you last February. The plants were in fine shape when they reached me, and in spite of a drought from February until May, my loss was trifling. Many growers in this section lost practically all of their setting of Nursery plants during this period. I will be glad to receive your 1923 catalog when ready.

HARDEE CO., December 11, 1922.

CHAS. H. WHITE.



Men starting out to dig plants.

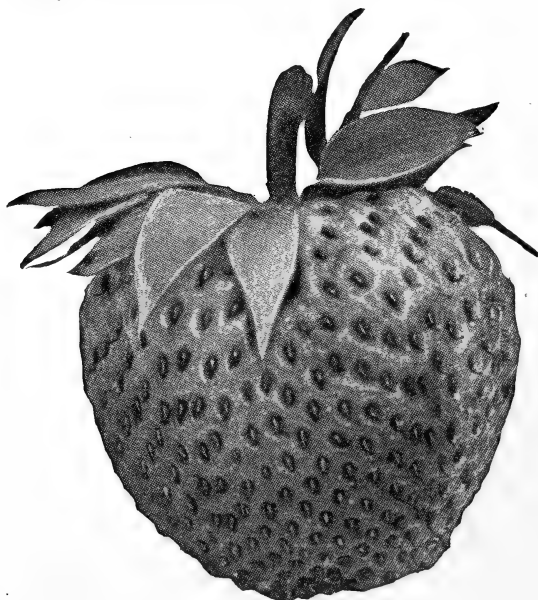
Reap All the Benefits

In the Middle and Northern States the earlier your plants are set in spring the better your chances of success. Just as soon as weather permits your ground should be prepared and the plants set. A difference of a few days in setting will often make more difference in resulting growth and crop than a heavy coating of manure or fertilizer. This is not theory. It has happened with us, and with many others. In a season of low prices this might make the difference between profit and loss. If high prices, the loss by late planting will be all the greater.

Northern Grown Plants, if properly grown and handled, may be good plants. But if you depend on plants from Northern States you stand a chance of losing all or a part of the advantage of early planting. Your plants should be on hand to set just as soon as the ground is ready. Your northern plants may or may not be dug by that time, depending on weather conditions. Delays in transportation may hold up early planting. We are fortunately situated to take care of you in this respect. We have hard winters but our springs open up in time to dig plants and have them delivered to you in time to reap all the benefits of Early Planting.

CLAIMS, if any, must be made on receipt of plants. Call for your plants as soon as they arrive. Protect plants from sun and wind until planted. We pack plants to reach you in good condition. We cannot be responsible for drought, floods, insects, after planting. These things are entirely beyond our control.

Should there be a shortage in your order report at once number of packages and number of plants of each variety received. This will enable us to promptly adjust any discrepancy. Often the transportation company will separate a shipment and the balance of your plants will come in on the next train.



The fruit of Allen Plants.

Not Confined to U. S. A.

BERMUDA, Nov., 21, 1922

I received the plants in good condition and planted them under favorable weather as we had a nice rain or two before they arrived. Many thanks to you for prompt delivery.

ORVILLE COOPER.

Just Our Way. Come Again.

LANCASTER Co., PA., May 15, 1923.

Plants arrived last week. The plants were fine and in very good condition. Weather condition has been favorable since planting, and they look very nice, seem to have all taken root. Thank you for your careful packing and prompt delivery.

J. P. MARTIN.

And We Will Try and See to It That You Always Will.

WASHINGTON Co., MD.,

APRIL 4, 1923.

I have ordered plants from you several times and have always received good plants and had very satisfactory results.

R. H. MYERS.

Here's Wishing You Abundant Success.

PITTSYLVANIA Co., Va., March 22, 1923.

I received strawberry plants in good condition, planted them today, they sure had good roots, don't see how they could die.

J. O. MANNING.

Instructions to Purchasers

ORDER AT ONCE, as soon as convenient after receiving this catalog. Late in the season we may be sold out of some varieties, but if ordered early the plants are reserved for you, to be shipped at proper time for planting. This is especially important this year when high prices for berries have made such a big demand for plants. Reports we have from growers all over the country indicate that the crop is very short. To be doubly sure of getting just what you want when you want it, **ORDER EARLY**. Read "Time to Plant—Important," page 8.

REMIT by Money Order, Registered Letter, or Bank Draft. Postage Stamps will be accepted for the fractional parts of a dollar, the larger denominations preferred. Foreign customers will please send Money Order on Salisbury, Maryland, or Bank Draft payable in New York.

WRITE PLAINLY. Fill in all blanks on the sheet, as they are necessary for proper shipment, especially your name and address. When writing in reference to an order, give its number and give your name the same as was sent on the order.

TIME OF SHIPMENT. We commence to fill fall orders Nov. 1st, and ship all winter to sections where the conditions are suitable for fall and winter plantings, as in California and some parts of the South. Early Spring, March and April, is by far the best time to set strawberry plants in the middle and northern states. **Our shipping season ends May 1st. We will, however, fill a limited number of orders in the first and second week of May and put them in the best possible condition, but at purchaser's risk.** It is very important to have your plants shipped early. Read on page 8 under "Time to Plant." The reason your plants should be shipped early in the season is that plants are dormant and will stand digging and shipping much better than after the growth has started. Don't order plants from us during the summer months, excepting orders to be filled before the first of November. Our plants are not ready and we can't do it. We don't grow potted plants.

ON RECEIPT OF PLANTS. Where the climate is not so severe, place the package containing the plants in a cool place, protected from wind and sun, at once on arrival. Be sure to keep the roots moistened while planting. If it is impossible to set the plants as soon as received take them out of the crates, and bed them in by digging a V-shaped trench in soft moist soil, preferably in the shade; open the bunches of plants and bed them in the trench by pressing the soil firmly to the roots, being careful not to cover the buds or crowns. Water thoroughly as soon as bedded.

TWENTY-FIVE. All plants are tied twenty-five in a bundle and each bundle labeled.

PACKING. We make no charges for boxing or packing at rates quoted in this catalog. Everything is delivered f. o. b. trains at rates named.

AT PURCHASER'S RISK. All plants ordered shipped after May 1st will be packed and shipped in the best condition possible, but at purchaser's risk.

TRUE-TO-NAME. While we use every precaution to have all plants true-to-name (and we believe we come as near doing this as anyone in the business) we will not be responsible for any sum greater than the cost of the stock, should any prove otherwise than as represented.

We Are Pleased To Please You.

WASHINGTON CO., MD., May 16, 1923.

Received the strawberry plants in fine shape. They were as fine a rooted plant as I ever saw. I planted them the same day I received them and I believe that almost every one will grow. I am much pleased with them.

MRS. NEALY DUNN.

Twenty Years a Satisfied Customer.

BENTON CO., ARK., Oct 12, 1922.

I want to set some strawberries in the spring and in talking with Mr. J. B. Torley this morning he informs me that he has purchased plants from you for the past 20 years and that they were entirely satisfactory, and I would like to have your catalog. This is a new venture to me and I want to make it a success and therefore want to get good plants and also want to read carefully all your instructions regarding success in growing.

R. S. WHITLOCK.

PRICES

Our prices are high enough to allow us to do all that can be done to grow good, strong, thrifty, well rooted plants, keep them true-to-name, dig and prepare them properly for shipment and allow us a reasonable profit. "Bargains" may be alright for shoes, hats, etc., where only the actual money spent is risked, but the time, effort, and money required to grow a profitable strawberry garden should not be wasted or risked with "bargain" plants of poor or uncertain quality.

Our plants are priced about the same as last year. However, they are \$1.00 per 1000 less on 9 varieties, \$3.00 less on one variety and \$5.00 per 1000 less on 4 varieties, and the same on the others.

Our prices are reasonable for the quality of plants we send out. They are not high. They are fair. A fair price for good plants is a sound investment. You buy insurance against fire or life. Allen's good true-to-name plants are your insurance against a poor start in your strawberry garden.

WHY ORDER EARLY?

1. Early planting pays big. Look over the Berry Book and decide on what you want and place the order while you have the time—before the rush of spring work starts in. If you wait until your ground is prepared before ordering, you will miss the best planting time.

2. Early ordering gives us a better chance to handle your order in time. The clerical work is completed and we know in advance what to prepare to dig on certain dates to get orders out promptly.

3. If your order is placed early, we reserve the varieties you want to plant. If you delay, you may not get what you had rather have. We send out many thousands of these berry books and have many thousands of customers whom we are glad to count as friends. Lots of them, good farmers and gardeners, appreciate our "Good plants and true-to-name," and place their orders so that what they want will be reserved for them. We have a fine large stock of plants, but we sell a lot of plants. For example, not over two years in the last ten have we had enough Chesapeake to supply all our calls for this variety. First come, first served.

HOW TO SHIP

Express is generally satisfactory and the best way to ship plants if your order is large or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and near-by states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given below, or ask your postmaster.

With the zone rate published below, you can easily calculate the amount of postage to send. Be sure to send postage enough. If you should send more than is required, the excess will be returned. **If sufficient amount to pay parcel post charges are not sent with the order the plants will be sent by express collect, or by parcel post, c. o. d.** for the amount of postage, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles.	1st Pound.	Additional Pound
1st.....	0 to 50.....	5 cts.....	1 ct. for each or fraction
2nd.....	50 to 150.....	5 cts.....	1 ct. for each or fraction
3d.....	150 to 300.....	6 cts.....	2 cts. for each or fraction
4th.....	300 to 600.....	7 cts.....	4 cts. for each or fraction
5th.....	600 to 1000.....	8 cts.....	6 cts. for each or fraction
6th.....	1000 to 1400.....	9 cts.....	8 cts. for each or fraction
7th.....	1400 to 1800.....	11 cts.....	10 cts. for each or fraction
8th.....	1800 up.....	12 cts.....	12 cts. for each or fraction

PRICE LIST OF STRAWBERRY PLANTS

Description
Page

Price
per 1,000

EXTRA EARLY VARIETIES

16 Campbell's Early (Per).....	\$ 6.00
16 Early Ozark (Per).....	10.00
16 Excelsior (Per).....	5.00
16 Howard No. 17 (Per).....	6.00
16 Judith (Per).....	10.00
16 Mitchell's Early (Per).....	5.00
14 Premier (Per).....	6.00

MEDIUM EARLY VARIETIES

17 Cooper (Per).....	10.00
17 Dr. Burrill (Per).....	5.00
17 Early Jersey Giant (Per).....	10.00
17 Klondyke (Per).....	5.00
17 Lady Corneille (Per).....	6.00
18 Missionary (Per).....	5.00
18 Senator Dunlap (Per).....	5.00
18 Tennessee Prolific (Per).....	6.00

MIDSEASON VARIETIES

20 Abington (Per).....	7.00
20 Big Joe (Per).....	6.00
20 Delicious (Per).....	5.00
21 Eaton (Per).....	7.00
22 Ekey (Per).....	6.00
22 Glen Mary (Per).....	7.00
22 Gold Mine (Per).....	7.00
22 Haverland (Imp).....	7.00
22 Marshall (Per).....	8.00
22 Paul Jones (Imp).....	6.00
22 Shropshire (Per).....	8.00
22 Warfield (Imp).....	5.00

Description
Page

Price
per 1,000

LATE VARIETIES

23 Aroma (Per).....	5.00
23 Big Late (Imp).....	7.00
23 Big Wonder (Per).....	5.00
23 Brandywine (Per).....	7.00
23 Bun Special (Per).....	10.00
24 Chesapeake (Per).....	7.00
25 Fendall (Imp).....	6.00
25 Gibson (Per).....	6.00
25 Lupton (Per).....	7.00
25 Marvel (Per).....	5.00
26 McAlpin (Per).....	6.00
26 New York (Per).....	8.00
26 Parsons Beauty (Per).....	6.00
27 Sample (Imp).....	6.00
27 The Best (Per).....	8.00
27 Wm. Belt (Per).....	7.00

VERY LATE VARIETIES

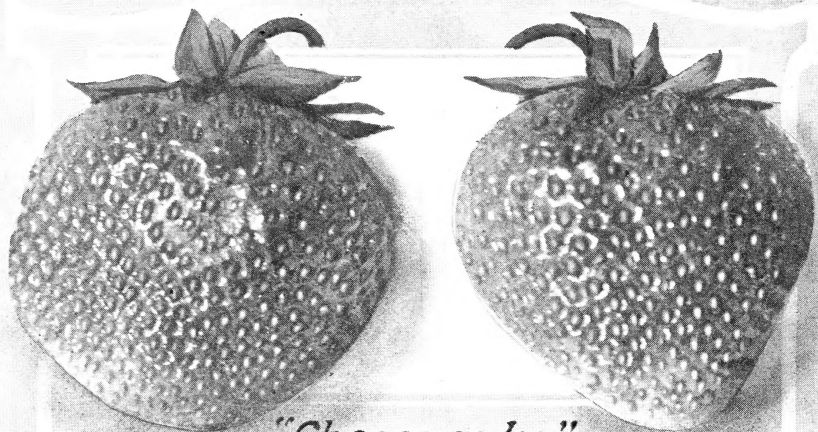
28 Freemont Williams (Per).....	10.00
28 Gandy (Per).....	6.00
28 Kellog's Prize (Imp).....	8.00
28 King Wealthy (Per).....	10.00
29 Orem (Per).....	8.00
29 Steven's Late Champion (Per).....	7.00

EVERBEARING VARIETIES

30 Champion (Per).....	15.00
30 Kasota (Per).....	100 for 3.00
30 Progressive (Per).....	10.00
30 Perfection (Per).....	100 for 3.00
30 Gardeners 999 (Per).....	15.00

If Less Than 500 Plants of a Variety Are Ordered, Prices Must Be Carried Out According to the Following Table. If the Correct Amount Is Not Sent, We Will Send Only the Quantity of Plants You Have Paid For.

If priced at	\$5.00 per 1,000	\$6.00 per 1,000	\$7.00 per 1,000	\$8.00 per 1,000	\$10.00 per 1,000	\$15.00 per 1,000
25 plants will cost.....	\$.30	\$.40	\$.50	\$.50	\$.60	\$.70
50 plants will cost.....	.50	.60	.70	.80	.90	1.30
75 plants will cost.....	.70	.80	.90	1.05	1.25	1.90
100 plants will cost.....	.90	1.00	1.10	1.30	1.60	2.50
150 plants will cost.....	1.15	1.30	1.45	1.65	2.05	3.20
200 plants will cost.....	1.40	1.60	1.80	2.00	2.50	3.90
250 plants will cost.....	1.60	1.90	2.15	2.35	2.95	4.50
300 plants will cost.....	1.80	2.15	2.45	2.70	3.40	5.10
350 plants will cost.....	2.00	2.30	2.75	3.05	3.80	5.70
400 plants will cost.....	2.20	2.60	3.00	3.40	4.20	6.30
450 plants will cost.....	2.35	2.80	3.25	3.70	4.60	6.90
500 plants will cost.....	2.50	3.00	3.50	4.00	5.00	7.50
1,000 plants will cost.....	5.00	6.00	7.00	8.00	10.00	15.00



*"Chesapeake"
Brings the best price*



Our new office building

